

Aug. 8, 1989

AN ORDINANCE OF THE CITY OF MELBOURNE,
BREVARD COUNTY, FLORIDA, ADOPTING AN
AMENDMENT TO THE COMMUNITY REDEVELOPMENT
PLAN, SAID AMENDMENT DATED JULY 1, 1989,
PURSUANT TO SECTION 163.361, FLORIDA
STATUTES; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Council of the City of Melbourne, has created a Melbourne Community Redevelopment Agency pursuant to the provisions of Ordinance No. 82-38 of the City of Melbourne, to carry out the community redevelopment purposes of the Community Redevelopment Act of 1969 as amended, within the corporate limits of the City, and

WHEREAS, the City Council of the City of Melbourne, has adopted a Community Redevelopment Plan pursuant to Ordinance No. 82-58, for the Melbourne Downtown Redevelopment Area; and

WHEREAS, the City Council of the City of Melbourne, has determined that the Community Redevelopment Plan should be amended to include additional redevelopment and rehabilitation improvements, in the areas known as the Lincoln Avenue Overlook Park and the Harbor City Promenade Area, and

WHEREAS, the Local Planning Agency of the City of Melbourne has reviewed the July 1, 1989 Amendment to the Community Redevelopment Plan for the Melbourne Downtown Redevelopment Area and found it to be in compliance with the Comprehensive Plan, and

WHEREAS, the City Council of the City of Melbourne, finds that the July 1, 1989 Amendment to the Community Redevelopment Plan meets the following requirements of Section 163.360 (6), Florida Statutes:

(A) that the Amendment does not contemplate the relocation of any families in that the implementation of the Amendment will not cause any families to be displaced within the Melbourne Downtown Redevelopment Area;

(B) that the Amendment conforms to the general plan of the municipality as a whole;

(C) that the Amendment gives due consideration to the provision of adequate park and recreational areas and facilities that may be desirable for neighborhood improvement, with special

consideration for the health, safety and welfare of children residing in the general vicinity of the sites covered by the Amendment; and

(D) that the Amendment will afford the maximum opportunity consistent with the sound needs of the municipality as a whole for rehabilitation or redevelopment of the Melbourne Downtown Redevelopment Area by private enterprise.

WHEREAS, after due consideration and public hearings as required by law, the City Council of the City of Melbourne, Florida, deems it appropriate to approve the July 1, 1989 Amendment to the Community Redevelopment Plan for the Melbourne Downtown Redevelopment Area.

NOW, THEREFORE, BE IT ENACTED BY THE CITY COUNCIL OF THE CITY OF MELBOURNE, BREVARD COUNTY, FLORIDA, that:

SECTION 1. In accordance with Section 163.361, Florida Statutes, the City Council of the City of Melbourne hereby adopts the July 1, 1989 Amendment to the Community Redevelopment Plan, a copy of which is attached hereto and made a part hereof.

SECTION 2. The July 1, 1989 Amendment to the Community Redevelopment Plan shall be deemed in full force and effect upon the effective date of this Ordinance.

SECTION 3. Except as specifically modified by the terms of the July 1, 1989 Amendment to the Community Redevelopment Plan, the original Community Redevelopment Plan adopted pursuant to Ordinance No. 82-58 shall remain in full force and effect.

SECTION 4. This Ordinance was duly passed on the first reading at a Regular Meeting of the City Council on the 25th day of July, 1989, and passed on the second and final reading at a Regular Meeting of the City Council on the 8th day of August, 1989.

BY: *Lee McWhorter*
Mayor, City of Melbourne

ATTEST:
James M. Johnston, cmr
City Clerk

Ordinance No. 89-36

ATTACHMENT TO Ord. #89-36



REVISED
JULY 1, 1989
AMENDMENT TO THE
COMMUNITY REDEVELOPMENT PLAN

City of Melbourne
900 E. Strawbridge Avenue
Melbourne, Florida 32901

TABLE OF CONTENTS
REVISED JULY 1, 1989
AMENDMENT TO THE COMMUNITY REDEVELOPMENT PLAN

PAGE NO.

I.	PURPOSE AND BACKGROUND.	1
	Purpose of the Amendment	
	History of Redevelopment Efforts	
II.	PROJECT DESCRIPTION AND OBJECTIVES.	3
III.	EXISTING CONDITIONS.	4
	Update on the conditions existing in the Downtown Redevelopment Area	
IV.	PUBLIC SECTOR STRATEGIES	5
	Engineering and Design.	5
	Harbor City Promenade.	6
	Phase A	
	Phase B	
	Lincoln Avenue Overlook Park.	8
V.	FINANCING	9
	Proposed method of financing improvements	
VI.	CONCLUSION.	10
VII.	APPENDIX	
	Conceptual Plan - Harbor City Promenade	
	Conceptual Plan - Trysting Steps	
	Conceptual Plan - Lincoln Avenue Overlook Park	
	Photographs	

REVISED JULY 1, 1989
AMENDMENT TO THE COMMUNITY REDEVELOPMENT PLAN

I. PURPOSE AND BACKGROUND

Efforts to revitalize Melbourne's downtown and urban waterfront began in 1979 with the establishment of the Melbourne Downtown Redevelopment Committee. This committee, working in cooperation with the City of Melbourne, and consultants employed by the City to assist in the planning efforts, developed the Community Redevelopment Plan which was adopted by the City Council in 1982. This Plan outlined the initial stages of the physical development plan and implementation program aimed at creating a better environment which would stimulate private sector investment opportunities. Designed in compliance with Chapter 163 of the Florida Statutes, this Plan outlined specific short-range public sector projects which have subsequently been completed.

The initial stages of the physical development plan and implementation program included in the original Plan, were aimed at revitalization of the exclusively commercial core downtown area. Revitalization of the surrounding mixed commercial/residential downtown areas were identified for future consideration and are now being addressed in this Revised July 1, 1989 Amendment to the Community Redevelopment Plan.

The Harbor City Promenade and the Lincoln Avenue Overlook Park, included in this Amendment, have experienced the same levels of physical, economic, and fiscal distress identified in the core downtown area prior to revitalization. This distressed situation existed in these areas prior to the initial Plan development and has not been rectified by the improvements made to date.

Streetscaping and other beautification efforts, infrastructure improvements and improvements to public recreation facilities will

result in an increase in private investment, improved safety, improved access and increased utilization of these revitalized areas.

The purpose of this Amendment is to update the Plan to include these subsequent stages that have been identified for inclusion in the Plan.

The Amendment will address the following issues:

1. An update of existing conditions in the Downtown Redevelopment Area.
2. A proposed physical development plan for the public sector strategies being incorporated into the Plan.
3. A proposed financing plan for implementation of the physical development plan.

Initial improvement projects in the Downtown Redevelopment Area were aimed at the beautification of downtown streets and parks, and acquisition and development of parking lots. Streetscape, accomplished in three stages included: sidewalk, curbing and road repair with the addition of walk areas and ramps at corners; utilization of angle parking; brick trim; landscaping; park benches; waste receptacles; and lighting. Revenue bonds, financed through tax increment revenues, were used to pay for the construction, design and land acquisition accomplished in Phases I, II and III. These bonds were retired in fiscal year 1988-1989.

Phase I

Improvements included streetscaping improvements on New Haven Avenue from Grant Place to the Florida East Coast Railway, on both sides of Vernon Place to the south edge of the parking lots, on Municipal Lane and portions of Melbourne Court. Total cost including design was \$235,387.

Phase II

Improvements included streetscaping improvements on New Haven Avenue from the Florida East Coast Railway to U.S. 1. Also included in this

phase was the purchase, improvement and landscaping of two parking lots on Vernon Place.

Phase III

Improvements included the purchase, improvement and landscaping of the parking lot on Strawbridge Avenue. Total cost for Phases II and III was \$364,807, and acquisition and construction in Phases II and III occurred simultaneously.

Additional factors contributing to the improved conditions in the Downtown Redevelopment Area were the adoption of stricter ordinances limiting the size and type of signs allowed and the implementation of the Architectural Review Board.

Campbell Park, located in the heart of downtown Melbourne, was improved at a cost of \$30,254 in 1982 as a demonstration project to show the type of image the redevelopment effort would portray. Bean Park and the Claude Edge Front Street Park were improved in 1984 with grant funding assistance from the Department of Natural Resources totaling \$435,469 and City funds of \$92,165. The Claude Edge Front Street Civic Center was expanded in 1985 at a cost of \$331,973.

II. PROJECT DESCRIPTION AND OBJECTIVES

The improvements identified in this Plan Amendment include two distinct projects: the Harbor City Promenade and the Lincoln Avenue Overlook Park. Improvements in the Harbor City Promenade project include streetscaping, paving (as necessary), and drainage of Melbourne Avenue from Melbourne Court to the US Hwy. 1 bridge, Henley Court, Campbell Court, and Brecht Court. Holmes Park will be developed as well as a park along Crane Creek that will tie the core downtown area to the Melbourne Harbor area, Bean Park and the Claude Edge Front Street Park. The Trysting Steps will be improved creating a walkway to the Riverview Area. The Lincoln Avenue Overlook Park will be developed in the

Lincoln Avenue right-of-way between Riverview Drive and the Indian River.

The objectives of these projects are to:

1. interconnect and unify the core downtown area with the Melbourne Harbor, Bean Park, Claude Edge Front Street Park and the Trysting Steps;
2. enhance the environment of the improved areas resulting in stimulated private sector investment and an enhancement of the tax base; and
3. upgrade public facilities (ie. parks, streets, parking) encouraging greater public utilization.

III. EXISTING CONDITIONS

Conditions in the downtown areas where redevelopment phases were implemented have improved considerably. This improvement is evidenced by a more attractive downtown, lower vacancy rates, and an improvement in the caliber of the businesses locating in the area.

Vacancy rates before these measures were taken were estimated at 16% (based on an on-site survey of 57 storefronts). An on-site survey of all improved areas taken in 1988 revealed a vacancy rate of less than 7%* as demonstrated below:

	<u>Available Units</u>	<u>Vacant Units</u>	<u>Vacancy Rate</u>
(4) Arcades (ground floor only) New Haven Avenue, U.S. Hwy. 1, Municipal Lane, Vernon Place, Melbourne Court storefronts	43	5	12%
Total	<u>79</u> <u>122</u>	<u>3</u> <u>8</u>	4%

*This statistic does not include two buildings that were developed after the beautification effort began: One Harbor Place with an occupancy rate of 69% and The 1900 Building with an occupancy rate of 90%. The Melbourne Harbor project was also completed and includes a restaurant, office space and residential condominiums.

The physical improvements financed through the redevelopment program have greatly improved the image of the downtown area. Area merchants report improved business conditions including increased patronage, reduced vandalism, improved quality of businesses locating downtown and better cooperation among local merchants.

IV. PUBLIC SECTOR STRATEGIES

The subsequent stages of the downtown redevelopment efforts being added to the Downtown Redevelopment Plan by this Amendment are broken down into two distinct projects: the Lincoln Avenue Overlook Park and the Harbor City Promenade which includes two phases. It is anticipated that implementation of these projects and phases will be accomplished individually or concurrently based on the availability of grants and tax increment revenues.

Engineering and Design

a. Project Description

Plans and specifications are to be developed for both phases of the Harbor City Promenade, and the Lincoln Avenue Overlook Park before construction. Initial design of both projects will serve two purposes: it will facilitate grant application preparation and acceptance; and it will reduce engineering costs by providing comprehensive design plans for improvements such as drainage which cannot be designed piecemeal.

b. Project Budget

Engineering and Design Fees	\$ 67,007
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Harbor City Promenade

1. Phase A

a. Project Description

Phase A improvements include paving and streetscaping Brecht Court and Melbourne Avenue from the U.S. 1 bridge to the Florida East Coast Railroad. Included in streetscaping improvements for all phases will be

sidewalk repairs or installation, landscaping, repair of curbs and gutters, additional paving and resurfacing, drainage and lighting.

Additionally, the Trysting Steps will be improved and a park will be developed along Crane Creek that includes considerable landscaping, manatee observation decks, lighting and park furniture such as park benches and trash receptacles. An easement will be needed from First Florida Bank and a use agreement must be obtained from the Florida Department of Transportation and the Florida East Coast Railway before construction can begin on this Park. No difficulty in obtaining these agreements is anticipated. The bike path on the north side of Melbourne Avenue will be repaired and resurfaced.

b. Project Budget

Melbourne Avenue

Pavement resurfacing	\$ 16,500	
Curb and gutter	9,800	
Sidewalk - bikepath	17,200	
Lighting	11,000	
Landscaping	10,500	
Drainage	22,800	
Subtotal	\$ 87,800	
10% Contingency	8,780	
Total		\$ 96,580

Crane Creek Park

Sidewalk	\$ 18,900	
Furniture	5,000	
Observation deck	12,960	
Boardwalk deck	18,720	
Lighting	11,000	
Landscaping	20,530	
Subtotal	\$ 87,110	
10% Contingency	8,711	
Total		95,821

U.S. 1 Bridge Area

Deck area	\$ 19,850	
Furniture	2,900	
Lighting	3,700	
Subtotal	\$ 26,450	
10% Contingency	2,645	
Total		29,095

Brecht Court

New pavement (imprinted concrete)	\$ 7,660	
Curb and gutter	3,000	
Sidewalk	4,140	
Lighting	6,600	
Landscaping	2,100	
Drainage	6,900	
Subtotal	\$ 30,400	
10% Contingency	3,040	
Total		33,440

Trysting Steps (including Strawbridge Avenue access)

Sidewalk	\$ 9,450	
Lighting	6,600	
Landscaping	1,500	
Furniture	1,400	
Subtotal	\$ 18,950	
10% Contingency	1,895	
Total		20,845

Total - Phase A Harbor City Promenade \$ 275,781

2. Phase B

a. Project Description

Phase B improvements include streetscaping improvements for Henley Court, and Melbourne Avenue from Melbourne Court to and including the area located under the Florida East Coast Railroad trestle. Holmes Park and Campbell Court will also be improved with park furniture, parking areas, lighting, walkways and additional landscaping.

b. Project Budget

Melbourne Avenue

Pavement resurfacing	\$ 11,900	
Curb and gutter	7,000	
Sidewalk	12,500	
Lighting	8,800	
Landscaping	11,000	
Drainage	16,400	
Subtotal	\$ 67,600	
10% Contingency	6,760	
Total		\$ 74,360

Henley Court

Imprinted concrete walkway	\$ 12,000
Curb and gutter	5,320

(budget continued on next page)

Lighting	11,000
Landscaping	3,450
Drainage	<u>11,100</u>
Subtotal	\$ 42,870
10% Contingency	<u>4,287</u>
Total	

47,157

Holmes Park (includes both sides of Melbourne Avenue and Campbell Court)

New pavement	\$ 20,010
Curb and gutter	4,790
Sidewalk	6,000
Furniture	28,150
Lighting	18,000
Drainage	4,800
Landscaping (includes grading clearing, and irrigation)	<u>37,400</u>
Subtotal	\$ 119,150
10% Contingency	<u>11,915</u>
Total	

131,065

Total - Phase B Harbor City Promenade

\$ 252,582

TOTAL IMPROVEMENTS - HARBOR CITY PROMENADE

\$ 528,363

Lincoln Avenue Overlook Park

a. Project Description

The Lincoln Avenue Overlook Park will be developed to include parking, drainage, landscaping, lighting, park furniture and an observation deck overlooking the Indian River. Easements will be required from adjacent property owners for construction of the parking in the Lincoln Avenue Overlook Park.

b. Project Budget

Lincoln Avenue Overlook Park

New pavement	\$ 8,700
Curb and gutter	2,345
Sidewalk	3,825
Lighting	4,400
Landscaping	3,600
Drainage	13,580
Observation deck	11,520
Furniture	<u>1,400</u>
Subtotal	\$ 49,370
10% Contingency	<u>4,937</u>

TOTAL IMPROVEMENTS - LINCOLN AVENUE OVERLOOK PARK \$ 54,307

BUDGET SUMMARY

Engineering and Design		\$ 67,007
Harbor City Promenade		
Phase A	\$ 275,781	
Phase B	<u>252,582</u>	
Subtotal		528,363
Lincoln Avenue Overlook Park		<u>54,307</u>
TOTAL - ALL IMPROVEMENTS		<u>\$ 649,677</u>

V. FINANCING

It is recommended that a combination of funding techniques be used to finance the proposed additional phases of the Downtown Redevelopment Program totaling \$640,937. Grant funds should be requested from the Department of Natural Resources' Florida Recreation and Development Assistance Program (FRDAP) and Land and Water Conservation Fund (LWCF) program, and the Florida Inland Navigational District for recreational improvements. We anticipate receiving a grant of \$90,377 for improvements to Holmes Park from the Department of Natural Resources (FRDAP) and grant funds of \$25,000 from the Florida Inland Navigational District for the development of the Lincoln Avenue Overlook Park. Any grant funds awarded will reduce the amount of money that needs to be borrowed for construction and engineering.

Tax Increment Financing provided by the City and Brevard County, which was used to fund the initial phases of the Downtown Redevelopment, is considered the best method of financing the remainder of the proposed subsequent phases. The table below shows tax increment revenues to date (base year is the 1982-1983 fiscal year).

Fiscal Year	Tax Increment	City-County Mill Levy	Annual Tax Increment Revenue	Cumulative Tax Increment Revenue
1983-84	\$ 710,190	.009046	\$ 6,103	\$ 6,103
1984-85	6,413,890	.008484	51,695	57,798
1985-86	16,404,110	.007763	120,978	178,776
1986-87	21,289,090	.007445	150,572	329,348
1987-88	24,178,900	.007552	173,469	502,817
1988-89	25,001,460	.007524	178,705	681,522
1989-90	26,313,040	.007450	186,220*	867,742

*This estimate is based on the 1989-1990 tax roll as provided by the Tax Appraiser and estimated City and County millage rates.

The tax increment revenue bond issues were completely retired in the 1988-1989 fiscal year. If all of the proposed new improvements are funded through tax increment financing, a conservative estimate of their pay off date would be fiscal year 1992-1993. This calculation was based on the following data:

Engineering and Design Costs and Grant Matching Funds

Engineering and Design Fees	\$ 67,007	
Holmes Park (incl. Campbell Ct.)	131,065	
Lincoln Avenue Overlook Park	<u>54,307</u>	
Subtotal	\$ 252,379	
Less FRDAP and FIND grant funds	<u>115,377</u>	
Subtotal	\$ 137,002	
Less balance in the Trust Fund	<u>34,410</u>	
Note or Bond Proceeds Required		\$ 102,592
Date of bond issue		FY 1988 - 1989
Interest rate		8.5%
Annual tax increment revenues available		186,220*
Retirement date		FY 1989 - 1990

Construction Costs**

Bond Proceeds and Grants Required	\$ 397,298
Date of Bond Issue(s)	To be determined
Interest rate(s)	To be determined
Annual tax increment revenues available	\$ 186,220*

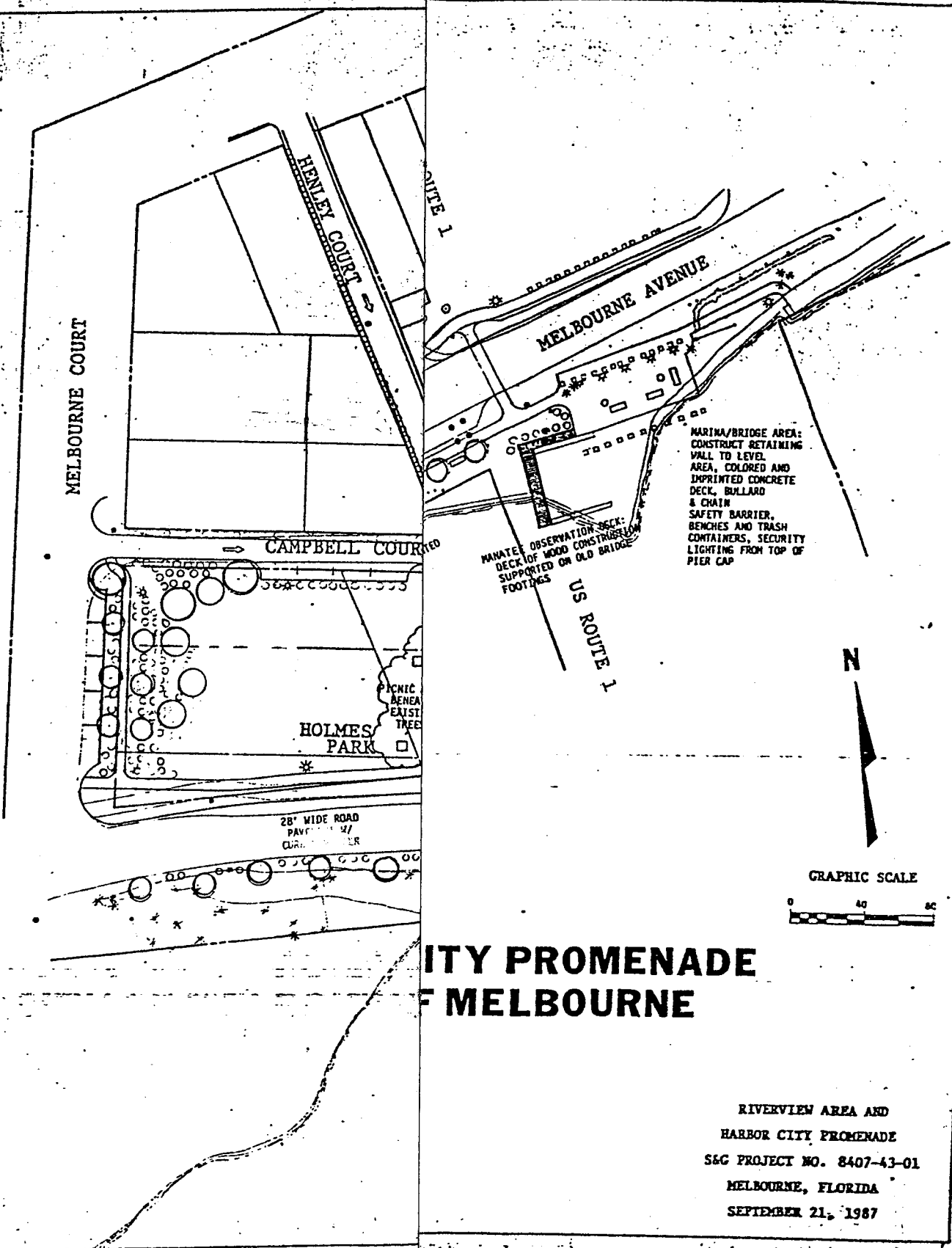
* This estimate assumes that assessed values and millage rates will remain constant.

** Excluding Holmes Park and the Lincoln Avenue Overlook Park

VI. CONCLUSION

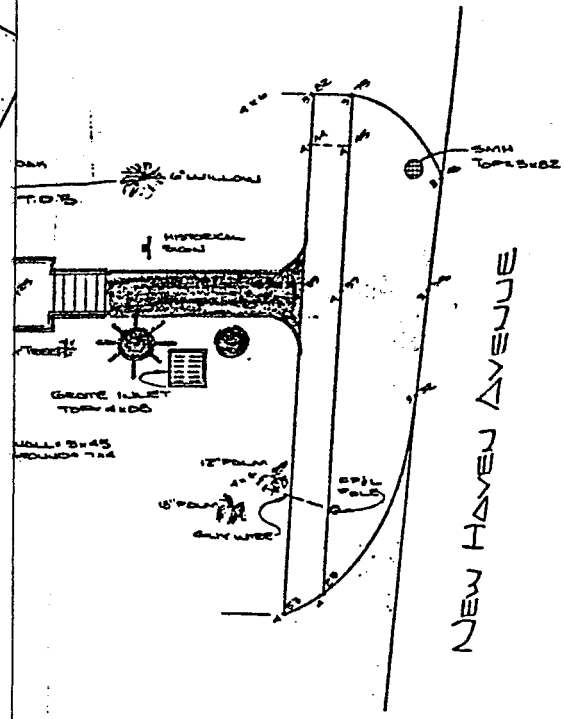
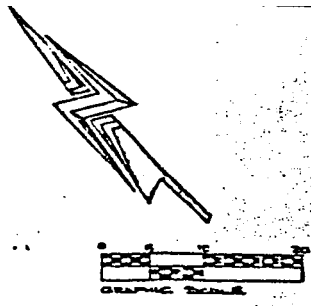
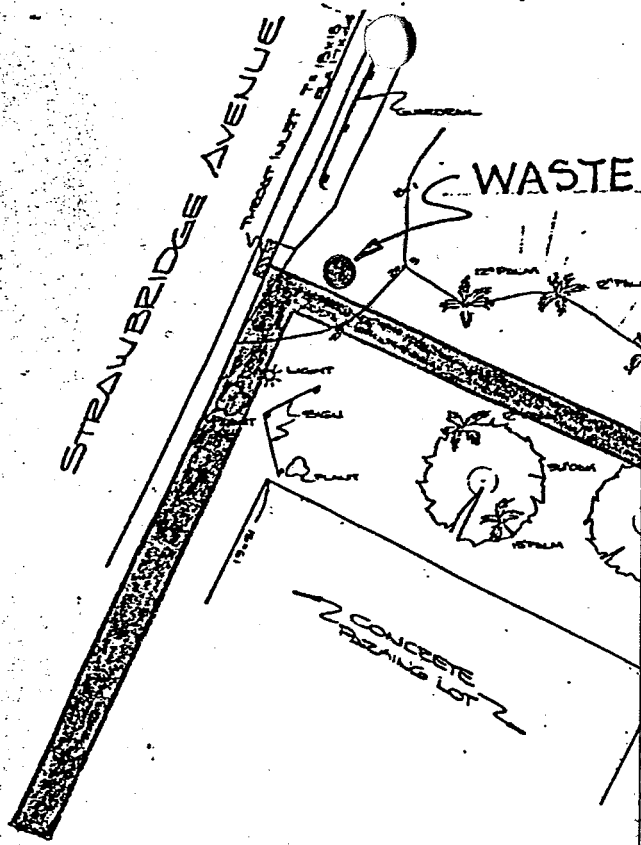
This document is intended to describe additions to the proposed previously adopted Downtown Redevelopment Plan. Adoption of this amendment will ensure continued efforts to revitalize the downtown area providing improved quality of life for businesses and residents alike and stimulating increased private investment.

APPENDIX



HARBOR CITY PROMENADE OF MELBOURNE

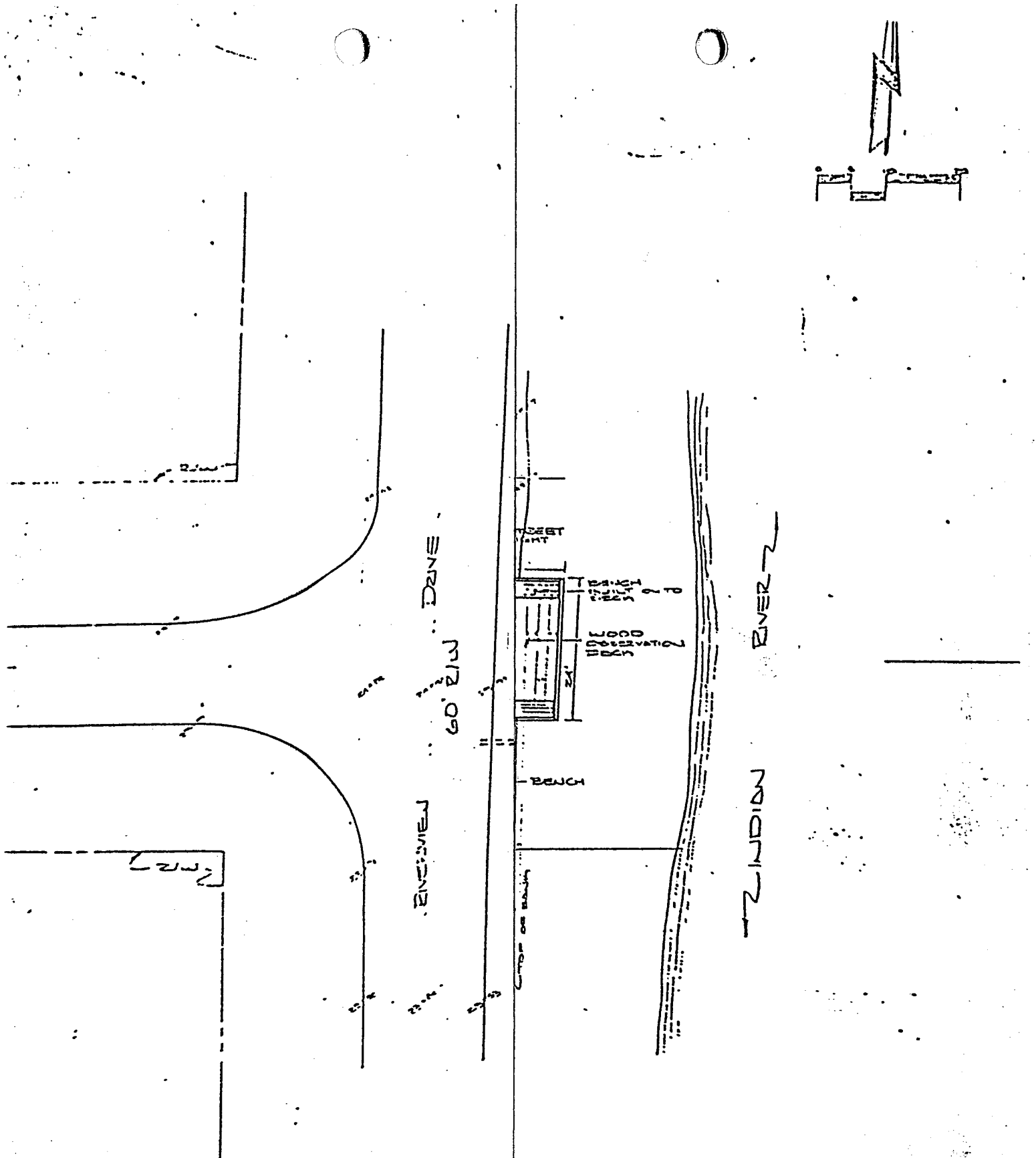
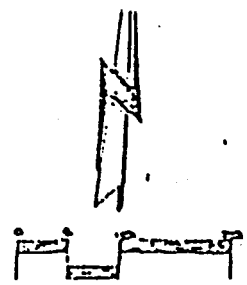
RIVERVIEW AREA AND
HARBOR CITY PROMENADE
S&C PROJECT NO. 8407-43-01
MELBOURNE, FLORIDA
SEPTEMBER 21, 1987



CITY OF MELBOURNE, FLORIDA
ENGINEERING DEPARTMENT

SURVEY OF
EVERVIEW AREA

DESCRIPTION	BY	DESIGNED BY:	DRAWN BY: CALE PETER	SCALE
		CHECKED BY: T.E.S.	DATE: MARCH, 1968	AS NOTED
		HOWARD P. FRALLS		PROJECT NUMBER
		CITY ENGINEER		



CITY OF MELBOURNE, FLORIDA
ENGINEERING DEPARTMENT

LINCOLN AVENUE
OVERLOOK PARK
SITE PLAN

DESCRIPTION		BY	DESIGNED BY:	DRAWN BY:
			CHECKED BY:	DATE:
			SHEET OF	PROJECT
			CITY ENGINEER	



Melbourne Avenue
West of the
Florida East Coast Railroad



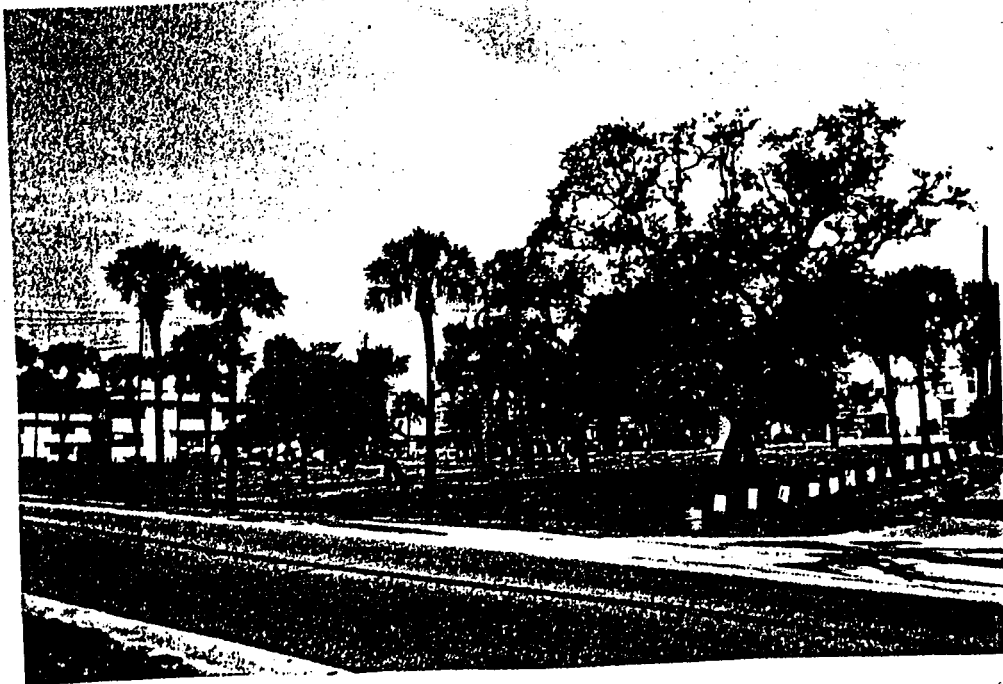
Henley Court
Looking south from
Melbourne Court



Henley Court
Looking north from
Melbourne Avenue

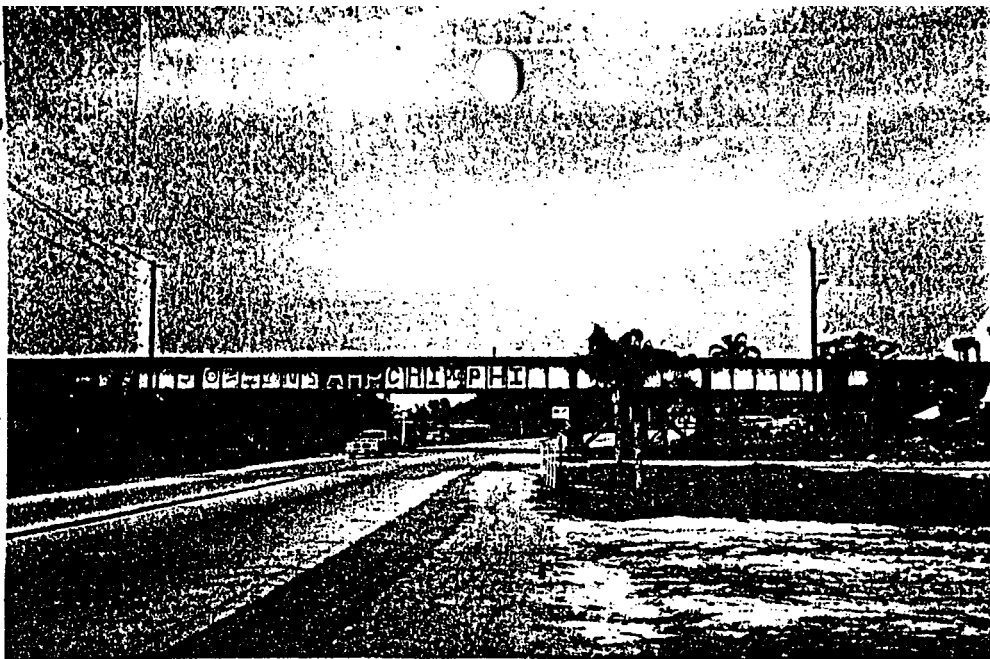


Campbell Court
Looking east from
Melbourne Court



Holmes Park

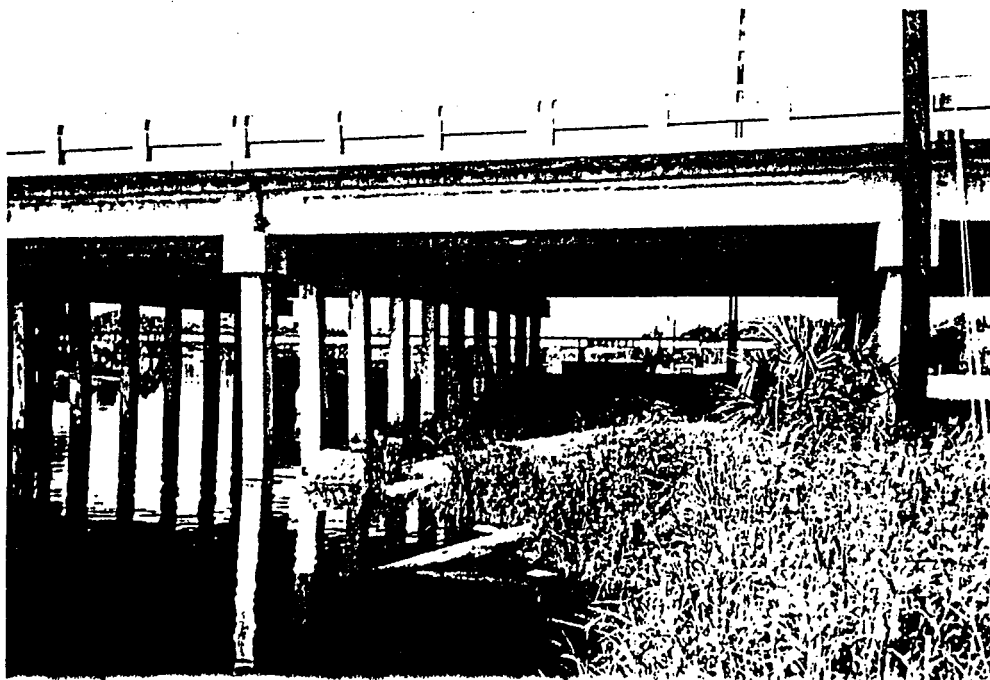
HARBOR CITY PROMENADE



Melbourne Avenue



Site of
Crane Creek Park



U.S. 1 Bridge Area